

agenda

A QUARTERLY INFORMATION SOURCE FOR OLDER ADULTS AND THEIR FRIENDS

SUMMER 2006 Volume 15, No. 2

Milwaukee County Department on Aging • (414) 289-6874 • www.milwaukeecounty.com

LTC: Let's Take Care



LTC: Let's Take Care™

LTC: Let's Take Care is the tagline to the Connecting Caring Communities Communication campaign, a Community Program for Older Adults funded by The Robert Wood Johnson Foundation. The LTC symbol and tagline were "rolled out" to the business community on March 28 at a luncheon sponsored by Plunkett Raysich Architects.



Scott Walker

Keynote speakers for the luncheon were Elise Bolda, National Program Director for the Community Partnerships for Older Adults funded by The Robert Wood Johnson Foundation; Stephanie Sue Stein, Director of the Milwaukee County Department on Aging; Scott Walker, County Executive for Milwaukee County; and the main presentation was made by Stacy Barnes, Deputy Director of the Wisconsin Geriatric Education Center. Dave Raysich, Plunkett Raysich Architects, also addressed the group.

The symbol and tag line were developed so that businesses could display them, and then consumers would be able to identify specific businesses with a connection to long term care. Businesses displaying the symbol would also be able to assist the consumer to a single

access point for long term care. The graphic symbol is available for long term care service providers to use on all printed materials, and in their places of business.

Partnering for long term care means that you are willing to assist someone who might ask about access points, "whom do I call?". Becoming a partner is easy, simply visit our web site, www.letstakecare.org, and register as a partner. The symbol and tag line graphics are available on the site.

The Communication Group has developed a film series and guide that partners may wish to distribute with their sponsorship listed. The film series tells the stories of five Milwaukee seniors and their long term care needs and the services they found to meet their needs. The guide book explains long term care assistance, defines service terms, and helps people identify needs they may have.



Stephanie Sue Stein

The Communication Group also has plans to launch a full advertising campaign using various media forms, and a more personal campaign within specific neighborhoods.

For more information please visit our web sites: www.milwaukeeccc.org and/or www.letstakecare.org, or call Alice Kowalski at 289-5973. Also watch for print media ads on *LTC: Let's Take Care*.

See additional pictures of this event on page 3.

Marty Kartes wins CAREGiver Award

The Professional Caregiver Spotlight Award, presented by the Wisconsin Association of Area Agencies on Aging, has been awarded to Marty Kartes of Greenfield.

Marty Kartes came to Home Instead Senior Care after a series of experiences that

seemed to destine her to caregiving. Kartes had always provided care for her mother, who suffered from cerebral palsy, and later, Alzheimer's Disease. "I was caregiving for my mom at 5 years old," said Kartes. "Since she had cerebral palsy, she had difficulty

with movement, so I would walk to the store for her."

"My mother had Alzheimer's Disease, and I was responsible for 95% of her care for four and a half years," continued Kartes; "I was her cleaner, cook, shopper, secretary, bathing assistance, beauti-

cian, seamstress, financial assistant and organizer!"

Some time after her mother's death, Kartes began her caregiving job with Home Instead Senior Care. About a month later, Kartes' husband com-

CAREGiver Award, *cont. on p. 2*

From the Director

Stephanie Sue Stein, Director,
Milwaukee County Department on Aging

LTC: Let's Take Care



The Family Care program, which we have piloted for older people here in Milwaukee County, is about to be expanded statewide. This is good news. We and four other counties spent five years building a new system from scratch. We developed all of the systems needed to run this great program, and we discovered all of its flaws. In 2005 the Milwaukee County Department on Aging had a very successful year, both in serving our seniors and in financial stability.

So, Let's Take Care.

Let's Take Care that this system—Family Care—remains true to its mission. It is a public system that helps people buy and manage services that will allow them to live how and where they choose to in their communities. A big bonus to Family Care is the addition of nurses who help folks get the proper medical care they need.

Five counties have, by all measures, changed the long term care landscape forever in Wisconsin.

- ❖ Let's Take Care that the expansion honors choice, fair access, and better care.
- ❖ Let's Take Care that county governments provide the oversight and control necessary for a fair and accessible program.
- ❖ Let's Take Care that the expansion efforts are open and public processes.

- ❖ Let's Take Care that Family Care expansion means Family Care, and not some new system.

If we Take Care, soon there will be no waiting lists for home and community based care anywhere in Wisconsin.

LTC: Let's Take Care

Wow! Another first for Milwaukee County. We are branding long term care. Connecting Caring Communities, our Robert Wood Johnson Community Partnership for Older Adults grant, has led to a first-in-the-nation effort to help every resident of Milwaukee County understand long term care and know how to get it! Led by a communications workgroup of talented and dedicated professions, the new brand



was unveiled this spring. We are asking all agencies and businesses that help older folks to use this new symbol and tag line. There are consumer guides, stickers, magnets, and print and electronic ads.

Will you help us, please? Will you look for this logo and tag line and think about who is using it and why? Will you help us help others understand that *LTC: Let's Take Care* is all of us. It is families who shop for Grandma on Saturday and take her to church on Sunday. It is telephone reassurance, life line, walkers, home delivered meals, Alzheimer's support groups, monitoring medication usage, and much, much more.

The range and quantity of long term care services in our community are exceptional. We are rich in opportunity and now we will be rich in recognition and understanding.

So, Let's Take Care – to learn about long term care, recognize its many components, and help others understand, too! Thank you for taking care to help us in this effort.

We Have made some Changes!

In January the Milwaukee County Department on Aging offices moved to the Reuss Federal Plaza at 310 W. Wisconsin Ave., Milwaukee. The Aging Resource Center is located on the fifth floor – west. Our phone numbers remain the same.

We also have a new logo! The new logo will be displayed on our written materials, as will the Let's Take Care symbol.



The Agenda is published quarterly by the Milwaukee County Department on Aging for the purpose of increasing the awareness of older adults about services, issues and opportunities available to them in the community, as well as promoting advocacy.

The Department on Aging welcomes suggestions, questions and constructive criticism. If you have comments, call 289-5973.

Stephanie Sue Stein, Director, Milwaukee County Department on Aging, 310 W. Wisconsin Ave., Milwaukee, WI 53203

Alice Kowalski—Editor 289-5973

CAREGiver Award, *cont. from p. 1*



Marty Kartes (left)

mented on a change in her behavior. "We were driving in the car and I began to sing," explained Kartes. Her husband commented, "I know you like your job because you sing."

Home Instead Senior Care's owner, David Kyhn, is proud to have Marty Kartes as a valued caregiver. "I wish I could clone her!" said Kyhn.

Kartes was honored with a dinner including dignitaries, friends, family and clients

at Meyer's Restaurant in Greenfield last October. The Home Instead Senior Care office in Greenfield is located at 7406 W. Layton Avenue; telephone number is 414-281-2273.

You Are Not Alone Opens Third Site

On Thursday, April 20, the Bethesda Senior Center held an Open House to welcome the "You Are Not Alone" program. The program will begin monthly meetings on May 4.

Learn how this group could help your friends, family or clients reestablish social connections in a supportive recovering atmosphere.

There are two other groups in Milwaukee County. One meets at the West Allis Senior Center and the other at the Granville Senior Center.

For more information call Mary Zdroik at 289-6635.

The LTC symbol was "rolled out" March 28 at a business community luncheon sponsored by Plunkett Raysich Architects



Older Americans Month Message from the Assistant Secretary for Aging

Older Americans Month is celebrated each May to honor and recognize older Americans for the contributions they make to our families, communities, and society. The 2006 Older Americans Month theme – Choices for Independence – reflects the importance of making thoughtful choices that will improve the quality of our lives as we grow older.

The theme of this year's observance reflects the continued commitment of the U.S. Administration on Aging (AoA) to help America prepare for an aging population and the emergence of long-term living as a common experience of life. The theme also serves to support AoA's new initiative, Choices for Independence, which was announced earlier this year. The Initiative focuses on giving people greater control over their lives and providing more support for community living. Essentially, the key focus of the Initiative is to provide consumer choice for the seniors and people with disabilities, improve health access and increase the qual-



Assistant Secretary Josefina Carbonell Testifies on Reauthorization of the Older Americans Act at the U.S. House Subcommittee on Select Education Hearing

ity of life for the elderly people, reduce health care costs and reduce the risk of institutionalization.

Helping older adults recognize the benefits of embracing a healthy lifestyle focused on prevention and wellness is vitally important. Healthy aging is about preventing or delaying disease, as well as making informed choices about many aspects of life though out the lifespan. These choices involve living arrangements, family and community resources, planning ahead for one's retirement and long-term care, and decisions about being engaged in social, civic, and leisure activities. All of these choices can contribute to our independence and dignity as we age.

Senior Statesman Program

Do you have an interest in learning about how county government works? Are you interested in meeting new people? Are you in Milwaukee through the July heat?

If you answered yes, you may be ready for the Milwaukee County Department on Aging Senior Statesman Program July 26 – 28. The Senior Statesman Program will be three days of learning and sharing. We will introduce you to County government and you will learn what each department does, and how they do it. You will have an opportunity to interact with our elected leaders, and observe them at a County Board meeting.

If you are interested, please call Annie Wiesen at 414-289-6010 for more information; you may also e-mail Annie at awiesen@milwaukeecounty.com.

WOLF Program Earns Award

The American Society on Aging, in collaboration with Pfizer Inc., named the WOLF program partnership at Indian Council of the Elderly and the Gerald L. Ignace Indian Health Center, as one of six recipients of the 2006 Healthcare and Aging Awards.

The honor was conferred at the '06 Joint Conference of The National Council on the Aging and the American Society on Aging in Anaheim, California on March 16. A \$2,500.00 cash award was given to Indian Council to support the program through 2006.

WOLF stands for Work Out – Low Fat. The program was part of a two year study by the Department on Aging and the University of Wisconsin Milwaukee that examined effectiveness of programs aimed at promoting healthy lifestyle changes in diverse populations of minority elders.

Designed to serve Milwaukee County's intertribal elders, WOLF supports access to nutrition education and fitness activities at the Ignace Indian Health Center where elders learn how to improve nutrition,

work on weight loss, and increase physical activity. WOLF empowers elders by educating, motivating, and supporting their efforts to take charge of their health.

Comparison of measurements taken one year apart showed that collectively, WOLF participants increased their physical activity by 66%, reduced their blood pressure by 5%, increased their good cholesterol by 4%, considerably reduced their blood fats by 21%, and decreased their diabetes risk by 5% (2 normalized their glucose levels), and also

increased levels of physical function by 10%.

The program and research was funded through grants from The State of Wisconsin Department of Health and Family Services (prevention grants and minority health mini grant programs) and the Assurant foundation's health grants programs. Additional support came from partnerships with the University of Wisconsin Milwaukee, College of Health Sciences and Covenant Healthcare.

alzheimer's  association®

presents

The Diagnosis is Alzheimer's Disease – Now What?

Date: Wednesday June 14, 2006

Time: 1:00pm – 5:00pm

Where: Waukesha Memorial Hospital
Treiber Auditorium
721 American Avenue
Waukesha WI 53188

This FREE seminar will discuss:

- ❖ Alzheimer's disease — Overview of Evaluation and Treatment • Cary Kohlenberg, MD
- ❖ Driving and Memory Loss — Taking Away the Keys...Why? When? How? • Jan Beyer, BSN, RN
- ❖ Alzheimer's Association and the Safe Return® Program • Veronica Naumann Bugel, Regional Services Coordinator
- ❖ Alzheimer's Medications; their Effects and YOUR Questions • Claire Sedushak, Pharmacist

Don't miss this opportunity to learn from, and talk to a Doctor, a Registered Nurse, a Pharmacist, and the Alzheimer's Association about your First Steps — when it's Alzheimer's disease or related dementia.

Also Available at Seminar — Beverages and Snacks provided with Special Thanks to Waukesha Memorial Hospital

Visit Exhibit tables for information on services available to you in your area

**To register for this FREE seminar, call 414-479-8800 or 800-272-3900
(Seating is limited)**

Seeking: Loyalty and Affection

Are you looking for companionship, friendship and a reason to smile? How about a great friend whose greatest pleasure will be getting a rub under the chin from you? Well, the Wisconsin Humane Society can help!

In celebration of May being Older American's Month, the Wisconsin Humane Society is hoping to match "Seniors with Seniors." Throughout the month, there will be promotions and special "treats" for those who adopt a senior dog or cat (7 years and older). The adoption fee for cats is waived, and the fee for senior dogs will be \$62.00. All of the dogs and cats are spayed/neutered, microchipped, vaccinated and tested for com-

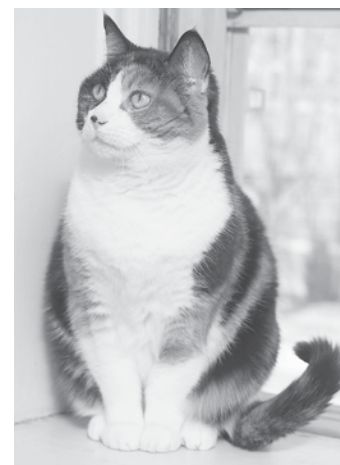


mon illnesses. They also receive a free month of health insurance and certificate for a free veterinary exam. We have adoption counselors that will work with you one-on-one to help you find the companion of your dreams!

Senior animals are truly special. They don't have the training demands that younger animals have; they bond quickly and will return your love tenfold. The health and emotional benefits of living with an animal are well-documented and extend beyond the companionship that they offer, including lowered blood pressure, faster recovery from illness, a renewed zest for life and relationships.

If you don't feel you could care for an animal in your home at the present time, don't fret! WHS is constantly looking for dedicated volunteers to help walk dogs and socialize cats. It's a great way to help yourself and animals!

Please visit the Wisconsin Humane Society at 4500 W. Wisconsin Avenue, Milwaukee. Hours for adoption are Tu-Fr 10:00am-9:00pm, Sat 10:00am-6:00pm, and Sun 10:00am-5:00pm. Please visit our website at www.wihumane.org, or call us at 414-ANIMALS.



Harriet Dorsey — 100 years of giving!



Harriet Dorsey was born in 1906, in Georgia. She has been living in Milwaukee for over sixty years, and is well known in her neighborhood as a "mother" to the neighborhood children. Harriet has offered direction to many, and has been rewarded for her efforts. On Monday, April 10, the Clinton Rose Senior Center helped her celebrate her 100th birthday. The party was well attended by center peers, family, and elected officials.

Lillian Haessly turns 104!

On January 20 the Village at Manor Park hosted a 104th birthday party for Lillian. Lillian's birthday was celebrated by friends on the 20 (including newspaper and television coverage) and family on the 21st. Village at Manor Park provided cake and punch on Friday, and her family provided her favorite meal on Saturday — hamburgers from McDonalds.



Watch for Let's Take Care

LTC: Let's Take Care will soon have a very public exposure. In June we will have billboard space on I-94 West at 25th St. Please watch for our public "kick-off".

Materials are also available for business use, especially the *LTC: Let's Take Care* symbol. Sponsors for continued public advertising are also welcome!

For more information on the *LTC: Let's Take Care* please call Alice Kowalski at Milwaukee County Department on Aging, 414-289-5973.



Tribute to Fred Lindner 1919-2006



The Department on Aging was saddened by the recent loss of Fred Lindner. Fred's picture hangs on our Board Room walls in two places—as a past Director of the Office on Aging, and as a Hall of Fame recipient in 1997. He was the teacher of all of us. Long before there was a Family Care, or a Coalition of Wisconsin Aging Groups, or Intergenerational Council, or so many of the things we do today, Fred and his very small band of folks began Older Americans Act programs, philosophy, involvement, and commitment in this community. Fred's experience as a president of UAW Local 407, and as vice-president of the Milwaukee Labor Council, was an important tool as he transitioned into his early days of advocacy for elders. He plunged into dozens of civic roles. Fred and his aides at Project Involve actively canvassed neighborhood seniors to learn what were their needs. Their problems were typical of what we still hear from seniors today: how to pay high heating costs and their rent from tiny fixed incomes; how to deal with bad landlords; and how to get services. We could not claim our present success if Fred had not led all of us through some very difficult times in the 80's in programs in Milwaukee County. Fred stuck in there and he dealt with all of the different political factions, and he dealt with folks in small community clusters whose priorities, though important, were not what the broad community required. He never wavered in his vision and diplomatic approach to problem-solving. After his retirement as Director of the Office on Aging, he was appointed to the Commission on Aging, served as its Chair, and when that was over he was appointed to the Advisory Council and chaired that body—all of that in addition to service on more than fifteen boards and other commissions, local and state-wide. Fred moved to another county well into his retirement, and proceeded to get involved in the Southeastern AAA. Fred was recently honored by that agency for his involvement and many years of service to elders. We will honor the legacy of Fred Lindner in everything we do—not just in name.

Marci's Medicare Answers

Dear Marci,

I just found out that I was approved for "extra help," the program that helps pay for the new Medicare drug benefit. Can I still sign up for a drug plan, even though it's after the May 15th deadline? Will I have to pay a penalty?

- Meredith

Dear Meredith,

Being approved for Extra Help entitles you to a Special Enrollment Period (SEP). You can sign up for a Medicare private drug plan through December 31st and will not have to pay a penalty. Extra Help is available to people whose monthly income in 2006 is below \$1,226 and assets below \$11,500 (\$1,651/income and \$23,000/assets for couples). To apply for Extra Help, get an application from the Social Security Administration or apply online at www.ssa.gov. People who do not have an SEP have to wait to sign up for a plan until the Annual Coordinated Election Period, which runs from November 15th until December 31st of every year, with coverage beginning January 1 of the following year. A 7 percent penalty will be added to the monthly premium for delaying enrollment this year.

-Marci

Dear Marci,

I have diabetes, which I recently read might be linked to glaucoma. Does Medicare cover glaucoma screening?

-George

Dear George,

Medicare will cover an annual glaucoma screening because you have diabetes. Other risk factors that qualify you for glaucoma screening are high blood pressure, a family history of glaucoma, and being African American

age 50 and older or Hispanic American age 65 and older. Medicare will pay 80 percent of its approved amount for the screening. It is a good idea to be screened because, while there is no way to prevent glaucoma, early treatment can slow the progress of the disease and could prevent blindness.

-Marci

Dear Marci,

My Mother just had her knee replaced and will need a walker when she gets out of the hospital. Can she rent one through Medicare or will she have to buy one?

-Miranda

Dear Miranda,

A walker will be covered by Medicare as a piece of durable medical equipment. Some types of durable medical equipment can only be rented, often the more expensive items. You get durable medical equipment through a supplier who can tell you whether your item needs to be bought or can be rented. To save money, choose a supplier who accepts Medicare's reimbursement rate as full payment (this is called taking "assignment"). You can call 1-800-842-2052 to get a list of suppliers.

-Marci

Marci's Medicare Answers is a service of the Medicare Rights Center (www.medicarerights.org), the nation's largest independent source of information and assistance for people with Medicare. To subscribe to "Dear Marci," MRC's free educational e-newsletter, simply e-mail dearmarci@medicarerights.org.



Medicare Rights Center
www.medicarerights.org



Spotlighting Our Partners

Volunteer Opportunities

The Social Development Commission's Senior Companion Program needs volunteers who are interested in helping older adults. As a Senior Companion you may provide friendship or help with activities such as shopping. To learn more about these volunteer opportunities, please call Social Development Commission at 906-2700 ext. 2779.



Interfaith Older Adult Programs sponsors a Foster Grandparent Program. Foster grandparents provide companionship and nurturing to children. For more information on the Foster Grandparent Program, call Interfaith Older Adult Programs at 291-7500.

COMING EVENTS

May 31 – June 2	Coalition Of Wisconsin Aging Groups Annual Conference Appleton, WI • Call CWAG 800-366-2990
June 4 –7	AIRS National Conference, Milwaukee
June 14	Senior Fest, Serb Hall Milwaukee Public Schools Recreation
June 28	Milwaukee Aging Consortium "Excellence Awards" • Call Milwaukee Aging Consortium — 414-289-0890
July	Senior Statesman Program



Taking Control of Your Health

Older adults are living longer and healthier lives. Advances in medical care, healthier lifestyles, and better access to prevention information have helped generations of older Americans redefine the aging process. Health problems are not an inevitable part of growing older, and millions of adults are proving that every day.

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To help meet the health challenges of older Americans, the U.S. Administration on Aging (AoA) is assisting communities across the Nation to implement interventions that help



seniors take better care of their health. These new initiatives target a range of programs based on solid scientific and medical knowledge. A focus on evidence-based solutions and building prevention

activities is central to AoA's efforts. Special emphasis is placed on encouraging disease self-management while implementing projects and systems that provide flexibility and increased consumer choice. Additional information about these interventions can be found online at www.healthagingprograms.com.

Through the Older Americans Act (OAA), AoA currently sponsors numerous programs for seniors, including nutrition services, health training workshops that educate participants about healthy behaviors, and falls prevention efforts that aim to keep older adults on their feet and out of the hospital. Opportunities to participate in such a program may be in your community.

To learn more about OAA and AoA services, visit us at www.aoa.gov.



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LTC: Let's Take Care is a groundbreaking consumer awareness campaign that defines the meaning of long-term care, raises community awareness, and facilitates identification of local long-term care providers so that people understand their options and know how to get it. Starting this month, Milwaukee will start seeing the LTC symbol popping-up around town, serving as a beacon for long term care information, products, or services.

Regardless of size or budget, business and organizations serving older adults are encouraged to join the effort and get on board. The LTC symbol and tagline are free and can be obtained by registering your organization at: www.LetsTakeCare.org. Additional promotional products, such as stickers, pens, window decals, DVDs, and many other items, are available for pur-

chase. Printed educational materials are also available and will be customized to include your company's advertisement.

The *LTC: Let's Take Care* campaign is a component of Connecting Caring Communities, a public-private collaboration dedicated to improving long term care in Milwaukee County. Connecting Caring Communities is supported by the Robert Wood Johnson Foundation through its Community Partnerships for Older Adults (CPFOA) national initiative, with local support from the Greater Milwaukee, Faye McBeath, and Helen Bader Foundations.

For information about Connecting Caring Communities, please see www.MilwaukeeCCC.org. To inquire about the LTC campaign or discuss promotional opportunities, please contact Stacy Barnes at 414-288-3712.

In compliance with the American Disabilities Act, this newsletter is available in alternative formats for persons with sensory disabilities. Call 289-6874.